



MARTIN'S INTERNATIONAL

**IRAWMA**  
INTERNATIONAL REGGAE & WORLD MUSIC AWARDS



41ST ANNIVERSARY  
INTERNATIONAL  
REGGAE AND  
WORLD  
MUSIC AWARDS

LAUDERHILL PERFORMING ARTS CENTER

CELEBRITY RED CARPET / VIP RECEPTION 7PM AWARDS SHOW 8:30PM  
LIVE ON [YOUTUBE.COM/IRAWMA](https://www.youtube.com/IRAWMA)



# INTRODUCTION AND BACKGROUND

Ephraim M. Martin, BH{M}, D.B.A., founder and producer of IRAWMA, has produced over 120 entertainment events (Awards/Festivals), and in 2016 set a record for being the only known person to have consecutively produced 100 annual entertainment festivals and awards special events. In addition, Dr. Martin holds several national and International awards and was the recipient of the highest number of special awards at the 35<sup>th</sup> IRAWMA.

His most recent history-making achievement has been to get the iconic Lake Shore Drive in Chicago rename Jean Baptiste Pointe DuSable Lake Shore Drive, in honor of Chicago's Founder, the Black trader cited as the first non-Indigenous settler of the Midwestern city. This is one of the biggest Black national achievements in more than 200 years in America, that made it in Chicago history of which he is extremely proud.

Additionally; In the last three years he received scores of Awards and special honors, among them a **Jamaica National Badge of Honor** - 2022, the Chicago Defender - Men of Excellence Honor - 2023, and most recently the Nigeria- CPEIA- Lifetime Achievement Award.

He was also awarded 6 honors for his outstanding achievement and was the night's biggest winner. Now in 2019, he has produced 111 annual Special Events and holds the record of most produced annual events in addition to his scores of other national and international accolades/honors.

- In 2019, Ephraim returned the 37<sup>th</sup> Annual IRAWMA to Jamaica at the Pegasus Hotel . This was the 4<sup>th</sup> time held in Jamaica and the 1<sup>st</sup> time in Kingston. The star-studded red - carpet celebration was a huge success; thanks to the partnerships of Minister of Culture, Gender, Entertainment and Sports (MCGES), TVJ (that post televised and rerun the broadcast nationally in Jamaica on several occasions), IRIE FM Radio, VP Records and others. By the demand of the music industry and the people, The 38<sup>th</sup> IRAWMA went virtual on OnStage TV/CVM live from Jamaica, March 2020, and the 39<sup>th</sup> IRAWMA was also broadcasted virtually vis TVJ, OnStage TV and several others outlets during the COVID-19 Pandemic. On May 7, 2023 the IRAWMA was celebrated in Jamaica with live audience and was a huge success. Visit [www.irawma.com](http://www.irawma.com) for further information.

- Some of our previous/present partners over the years include NBC TV, WGN TV, CBS TV, TVJ, IRIE FM, MCGES, Tribune, Sun-Times, American Airlines, DS Records, Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB);T&T Tourist Board, Jamaica Tourist Board, Cox Media, VP Records, Marriott Hotel, Hilton, Red Stripe Beer, Western Union, Pegasus Hotel, Radio Jamaica, Ford Auto, and B-mobile just to name a few.

## IRAWMA'S MISSION

To acknowledge and honor the accomplishments and contributions of entertainers in various categories of reggae and world music and to promote greater participation and acceptance of Reggae, Caribbean, African and other World Music internationally.





# WEEKEND OVERVIEW

**FRIDAY, MARCH 22, 2024**  
**41ST Annual (IRAWMA)**

**International Reggae & World Music Awards**

LPAC- Lauderdale Performing Arts Center, Ft. Lauderdale, Florida.  
Celebrity Red Carpet arrival and interviews - 7:00pm EST.,  
Awards ceremony - 8:30pm

**THURSDAY, MARCH 21, 2024**  
**Health Awareness Seminar**

Tour Day and Night Parties (visitors check-in to area hotels)

**WEDNESDAY, MARCH 20, 2024**  
**Media/Press Day**



MARTIN'S INTERNATIONAL FOUNDATION

**4 IRAWMA**  
INTERNATIONAL REGGAE & WORLD MUSIC AWARDS

**FRIDAY, MARCH 22ND, 2024**

RED CARPET ARRIVAL  
& RECEPTION 7PM  
AWARDS SHOWCASE  
CONCERT 8:30PM

**LAUDERHILL  
PERFORMING ARTS CENTER**  
FORT LAUDERDALE, FLORIDA





# PRE & POST MEDIA COVERAGE

Interviews Reels and Competitions

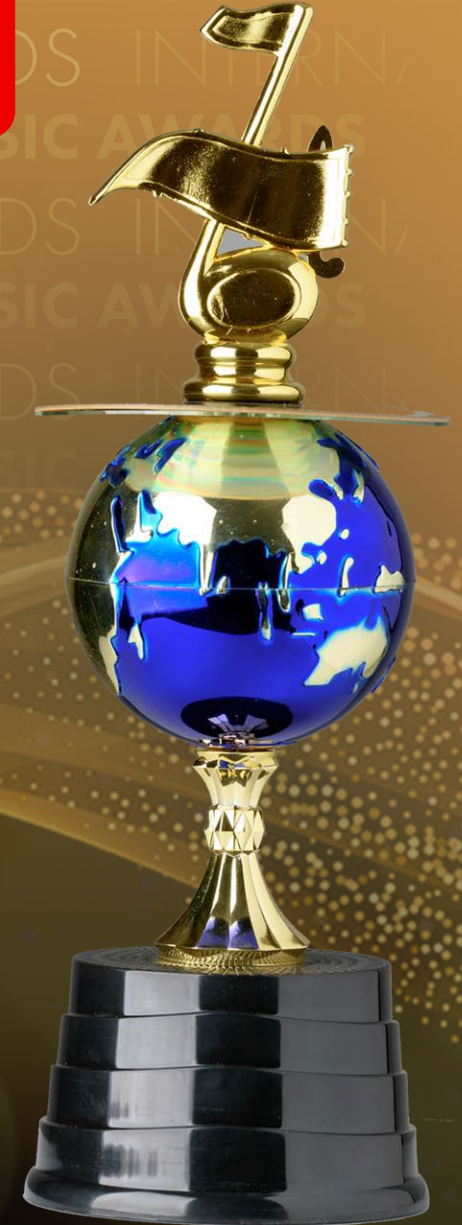
IRAWMA IG, TikTok, & Facebook, and Youtube

15 - 60sec Commercials/Reels to be boosted online

Sponsorship & Interaction



Always Ahead







## IRAWMA BRONZE – US \$10K

- Branding at event
- Photo Ops on Red Carpet
- Category Award
- Logo included on Red Carpet Step and Repeat
- Logo/name in all print advertising
- ¼ page ad in magazine
- Ticket Package ( to be discussed)

## IRAWMA SILVER – US \$25K

- Exhibit Space and branding at event
- Photo Ops on Red Carpet
- Category Award
- Opportunity to present Award at event
- Logo/name in all Print advertising
- ½ page ad in magazine
- Ticket Package ( to be discussed)



**IRAWMA SUPPORTER – US\$5K and Under - Benefits to be negotiated**



# IRAWMA GOLD – US\$50K

- Product Exclusivity
- Logo included on Red Carpet Step and Repeat
- Photo Ops on Red Carpet
- Category Award
- Opportunity to speak at launch
- Opportunity to speak and present Award at event
- Exhibit Space at event
- Logo in promotional material
- Prime branding on location
- Logo/name in all print and electronic advertising
- Full page in Magazine to accommodate greeting and advertisement
- Ticket Package ( to be discussed)





# IRAWMA PLATINUM - US \$75K

- Name included as COMPANY X "Presents" THE 41<sup>ST</sup> ANNIVERSARY...
- Product Exclusivity
- Photo Ops & Interview on Red Carpet
- Speaking Opportunities- Launch & Awards
- Top Category Award
- Backstage Access
- Naming rights and branding of the ARTIST LOUNGE
- Exhibit Space at event
- Logo inclusion in LED Backdrop where possible
- Prime branding on location
- Co-branding on event shirts and other merchandise
- Double spread in magazine to accommodate brand story/greeting and full page ad
- Ticket Package (to be discussed)
- Inclusion in Publicity campaign ( radio/TV interviews before and during event)
- Additional benefits to be negotiated





# DIGITAL & ONSITE OPPORTUNITIES

- Logo on the IRAWMA website.
- Website link to sponsor's website.
- Facebook, Twitter, Instagram and other social media outlets. For Martin's International/IRAWMA and Affiliates.

## OTHER INCENTIVES

- 1<sup>ST</sup> right of refusal for following year's event.
- Authorization to use IRAWMA logo in Sponsor promotions.

## ON SITE/ONSTAGE

- Walk the red carpet and talk/interview with the media.
- On-stage presentations by you or your representative – IRAWMA ceremony.
- Display space on event literature/information table.
- Complimentary VIP tickets, as agreed upon to the IRAWMA ceremony.
- Name presence on IRAWMA banners
- Award category will be named in sponsors honor (example. "Entertainer of the Year" sponsored by your company).
- Inclusion in interview for TV broadcast on site (if applicable).





# MEDIA COVERAGE

We will utilize a multi-media marketing / advertising campaign tailored to a very specific demographic and will target various US markets as well as International branding. Our marketing campaign is tailored to reach American, African, Asian, Caribbean, Latino and other World Beat/Reggae/Calypso music fans of all nationalities, socioeconomic, education and age backgrounds. Projected IRAWMA patrons will consist of United States- 62% (prime age 25-65) and 38% drawn from Canada, Caribbean, Europe and other countries.

## PRINT MEDIA

Major Partners name/logo will be included in ALL print display ads, in Jamaica, the USA, other parts of the Caribbean and other countries.

- Full page advertisement in the IRAWMA magazine.
- Name/logo on street-boards.
- Name/log on flyers/posters/banners.
- Logo in newspaper advertisements.
- Inclusion in press releases.
- Logo on the official IRAWMA T-Shirts

## RADIO

(United States) Markets:

ATLANTA  
CHICAGO  
LOS ANGELES  
NEW YORK  
SOUTH FLORIDA  
AND Others

## TELEVISION

(United States) Markets:

Proposed for post broadcasting of the 41<sup>st</sup> IRAWMA  
NBC TV and/or other network/major cable

Other stations worldwide can buy the rights to broadcast/air the showing of the 41st IRAWMA in their country. Companies/others can buy 30 second spots during the airing. \*TV Pre-marketing-promotions will be on several stations worldwide. Live broadcast-IRAWMA channel @[YouTube.com/irawma](https://www.youtube.com/irawma)

## INTERNET

IRAWMA utilizes numerous Internet-based stations throughout the World for both pre-event, live Broadcast and post-event coverage.

## INTERNATIONAL

Media coverage and/or schedules on MEDIA in : Jamaica Canada  
Europe Asia Africa & Other Countries







# Sponsorship Level Partnership Form

Platinum Sponsor  
Gold Sponsor  
Silver Sponsor  
Bronze Sponsor  
Supporting Sponsor

Amount Paid:  
Mode of Payment  
Invoice Request

I, the duly authorized undersigned, having carefully read the Sponsorship Packet, do hereby agree to enter into a contract with Martin's International by tendering this offer to provide sponsorship for the 41st annual IRAWMA Awards, Friday, March 22, 2024. I will deliver this service per specifications found in this Sponsorship Packet.

Name:

Title:

Company:

Address:

City:

State/Country:

Zip Code:

Phone:

E-Mail:

Website:

Digital Signature:

Date:



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Name:	Company :	Phone	
Credit Card Number:	Experation Date:	Security Code	
Billing Address:	City:	State:	Zip Code:
Signature:			Date:

To ensure that your company logo is included on the program and all print materials, please return this form to the following address by January 23, 2024 or as soon as possible: Martin’s International 1325 South Wabash Avenue, Suite 307, Chicago, IL 60605, or email us at [shopmartinsinternational@gmail.com](mailto:shopmartinsinternational@gmail.com) @gmail.com. Once this form is received, our office will contact you regarding the artwork and other sponsorship branding specifications.